



Special Terms for *Our Town* Grantees

9/22/11

These Special Terms for FY 2011 *Our Town* grantees are in addition to the General Terms (found at www.arts.gov/manageaward) that guide all NEA awards.

Background: As announced in the *Our Town* application guidelines, all *Our Town* grantees will participate in a study about implementing their projects. Our goal is to learn from your efforts and to understand how such projects affect the quality of life, creative activity, perceived sense of place, and economic development in your communities. The knowledge gained through this study will offer tremendous benefits to all who seek to demonstrate how their communities are strengthened through the arts.

The study, to be conducted with the support of an NEA contractor, will:

- Collect baseline and interim data from publicly available datasets at the national, state, regional, or local level. Surveys collecting local arts audiences' perceptions of quality of life, community identity, and sense of place will be another essential method of data-collection. Together, both types of data-collection will permit the NEA to observe the impact of creative placemaking projects.
- Collect information about the resources and partnerships that *Our Town* projects relied upon, the types and range of activities that projects encompassed, and the immediate outputs of these activities (e.g., arts events, cultural asset maps). The NEA is also interested in short-term outcomes that provide evidence of progress toward improving the livability of communities. Such outcomes may include new job creation, for example, or local government approval of a long-term plan to integrate design into neighborhood planning.

The NEA contractor also has been asked to develop written guidance on how communities can identify, collect, and analyze data aligned with their creative placemaking activities, and how communities can share this information with local stakeholders. This will be an opportunity for *Our Town* grantees to build capacity to measure the impact both for *Our Town* and future creative placemaking initiatives.

Grantee Requirements: There are two categories of grantee requirements: those that pertain to **all grantees** and those that only apply to **selected grantees**. The NEA contractor will provide technical assistance regarding data collection.

ALL GRANTEES

By March 2, 2012

Participate in a webinar to orient *Our Town* grantees to the *Our Town* study.

Estimated time for participation is 90 minutes.

<p>By June 30, 2012</p>	<p>Assist the contractor with a survey of local arts audiences. Grantees may be asked to help arrange access for contractor staff to local audiences or local datasets of email addresses and provide assistance in publicizing and promoting those data-collection efforts as necessary.</p> <p>Data collection assistance may include:</p> <ul style="list-style-type: none"> • Handing out postcards with the survey URL at public events (contractor will provide postcards) and promote the survey when possible before audiences, including collecting email addresses from attendees • Posting the survey URL in a prominent location on the grantee's website • Sending an e-mail to audience lists with a link to the survey URL (contractor will draft e-mail) <p>Estimated time for participation is 10 hours.</p>
<p>After the end of the grant period and no later than June 30, 2014</p>	<p>Participate in an online survey that will supplement data provided by the grantees in their applications or final reports. The survey will consist mostly of closed-ended questions with some open-ended, short response questions. The survey will be administered within a month after the submission of your final report.</p> <p>Estimated time is 1 hour.</p> <p>THIS ACTIVITY IS VOLUNTARY.</p>

<p>SELECTED GRANTEES</p>	
<p>By June 30, 2012</p>	<p>Read, answer, and provide feedback on draft survey instrument(s) to collect local audiences' and/or citizens' perceptions of quality of life, community identity, and sense of place</p> <p>Estimated time for participation is 2 hours.</p>
<p>By September 30, 2012 or end of grant period</p>	<p>Participate in contractor-conducted telephone interviews, focus group discussions, on-line survey, and other forms of data collection about the implementation and short-term outcomes of grantee projects.</p> <p>The contractor will conduct up to three interviews for each selected project at up to three milestones: grant start-up, midpoint, and conclusion (up to nine interviews in total per selected project).</p> <p>Estimated time for participation is 11 hours.</p>

By October 26, 2012	<p>Review and provide feedback on the effectiveness of written guidance for data collection and analysis.</p> <p>Estimated time for participation is 3 hours.</p>
After the end of the grant period and no later than June 30, 2014	<p>Assist the contractor with the second administration of a survey of local arts audiences. See description above for first round of data collection.</p> <p>Estimated time for participation in the second survey administration is 10 hours.</p> <p>THIS ACTIVITY IS VOLUNTARY. Grantees who fully participate in the second survey administration will receive a summary report on the results of the first and second administrations of the local arts audience survey.</p>
By August 31, 2014	<p>Submit documentation (e.g., URLs of project websites, final design plans) for project outcomes that may have been realized after the grant period ended.</p> <p>Estimated time for participation is 2 hours.</p> <p>THIS ACTIVITY IS VOLUNTARY.</p>

Grantees will be contacted by the NEA by **November 18, 2011** regarding their participation requirements.

NEA Contact: For more information, please contact:

Patricia Moore Shaffer
Senior Evaluation Officer
Office of Research & Analysis
shafferp@arts.gov
202-682-5743